



## **Town of Miami Lakes Memorandum**

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**To:** Honorable Mayor & Councilmembers

**From:** Honorable Councilmember Josh Dieguez

**Subject:** Sponsorship and Naming Rights Restrictions

**Date:** October 8, 2019

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### **Recommendation:**

In light of the recent bid by Bang Bros for naming rights to the American Airlines Arena, I want to direct the Town Attorney and Administration to develop an ordinance establishing criteria for event sponsors and for companies that may seek naming rights to Town assets. Specifically, the criteria would restrict companies from sponsoring or seeking naming rights if they are engaged in a business or have a name that is obscene or vulgar.

Fiscal Impact: Minimal  
Guiding Principles: 2, 3, 4, 14  
Objectives: 3, 5